

B. Amendments to the Claims

Please amend the claims as indicated in the following listing of the claims, which replaces all prior versions thereof.

1. (Currently Amended) A method of providing a location-blocking service comprising:

obtaining identity information for a user operating a wireless communication device;

obtaining location information for the user; and

transferring the identity information for the user to a third party without disclosing the location information for the user to the third party, wherein not disclosing the location information for the user to the third party is optionally selectable by the user.

2. (Original) The method of claim 1, further comprising charging a fee to the user for blocking the location information for the user from being disclosed to the third party.

3. (Original) The method of claim 1, wherein the third party is an advertiser desirous of sending an advertisement to the wireless communication device.

4. (Original) The method of claim 1, wherein obtaining the identity information for the user includes:

requesting the user to provide information about the identity of the user; and

storing the information about the identity of the user.

5. (Original) The method of claim 4, wherein requesting the user to provide the information about the identity of the user is performed when the user signs up for a communication service that allows the user to operate the wireless communication device.

6. (Original) The method of claim 4, wherein requesting the user to provide the information about the identity of the user is performed when the user signs up for the location-blocking service.

7. (Original) The method of claim 4, wherein storing the information about the identity of the user includes maintaining a database to store the identity information therein.

8. (Original) The method of claim 1, wherein obtaining the location information for the user includes:

monitoring one or more signals transmitted by the wireless communication device operated by the user; and

determining the location of the user based on an analysis of the one or more signals.

9. (Original) The method of claim 1, wherein obtaining the location information includes receiving the information about the location of the user supplied by the wireless communication device.

10. (Original) The method of claim 1, further comprising charging a fee to the third party for the identity information.

11. (Original) The method of claim 1, further comprising disclosing the location information for the user to an emergency service provider when the user requests emergency help.

12. (Original) The method of claim 1, further comprising allowing the user to unblock disclosure of the location information to the third party.

13. (Original) The method of claim 12, wherein the user unblocks disclosure of the location information over the Internet.

14. (Currently Amended) A method to provide information about identity of a user operating a wireless communication device, comprising:

obtaining identity information for the user;

identifying the location of the user of the wireless communication device; and

transmitting the identity information for the user to a subscriber desirous of

sending an advertisement to the wireless communication device, wherein the transmission of the identity information excludes disclosure of the location of the user such that the excluded disclosure of the location is optionally selectable by the user.

15. (Original) The method of claim 14, further comprising charging a fee to the user for preventing the disclosure of the location of the user to the subscriber.

16. (Original) The method of claim 14, wherein obtaining the identity information for the user includes:

obtaining from the user data about the identity of the user; and
maintaining a record of the identity data obtained from the user.

17. (Original) The method of claim 16, wherein obtaining the data from the user is accomplished when the user signs up for a communication service that allows the user to operate the wireless communication device.

18. (Original) The method of claim 14, wherein identifying the location of the user includes:

monitoring one or more signals transmitted by the wireless communication device; and

determining the location of the user based on an analysis of the one or more signals.

19. (Original) The method of claim 14, further comprising charging a fee to the subscriber for supplying the identity information thereto.

20. (Original) The method of claim 14, further comprising disclosing the location of the user to an emergency service provider when the user requests emergency help.

21. (Original) The method of claim 14, further comprising allowing the user to unblock over the Internet the disclosure of the location of the user to the subscriber.

22. (New) A method of providing a location-blocking service comprising:
obtaining identity information for a user operating a wireless communication device;
obtaining location information for the user; and
transferring the identity information for the user to a third party without disclosing the location information for the user to the third party, wherein the step of obtaining location information for the user is performed continuously, at predetermined intervals, upon activation of the wireless communication device and without further action on behalf of the user.

23. (New) The method of claim 22, further comprising charging a fee to the user for blocking the location information for the user from being disclosed to the third party.

24. (New) The method of claim 22, wherein the third party is an advertiser desirous of sending an advertisement to the wireless communication device.

25. (New) The method of claim 22, wherein obtaining the identity information for the user includes:

requesting the user to provide information about the identity of the user; and
storing the information about the identity of the user.

26. (New) The method of claim 25, wherein requesting the user to provide the information about the identity of the user is performed when the user signs up for a communication service that allows the user to operate the wireless communication device.

27. (New) The method of claim 25, wherein requesting the user to provide the information about the identity of the user is performed when the user signs up for the location-blocking service.

28. (New) The method of claim 25, wherein storing the information about the identity of the user includes maintaining a database to store the identity information therein.

29. (New) The method of claim 22, wherein obtaining the location information for the user includes:

monitoring one or more signals transmitted by the wireless communication device operated by the user; and

determining the location of the user based on an analysis of the one or more signals.

30. (New) The method of claim 22, wherein obtaining the location information includes receiving the information about the location of the user supplied by the wireless communication device.

31. (New) The method of claim 22, further comprising charging a fee to the third party for the identity information.

32. (New) The method of claim 22, further comprising disclosing the location information for the user to an emergency service provider when the user requests emergency help.

33. (New) The method of claim 22, further comprising allowing the user to unblock disclosure of the location information to the third party.

34. (New) The method of claim 33, wherein the user unblocks disclosure of the location information over the Internet.

35. (New) A method to provide information about identity of a user operating a wireless communication device, comprising:

- obtaining identity information for the user;
- identifying the location of the user of the wireless communication device; and
- transmitting the identity information for the user to a subscriber desirous of sending an advertisement to the wireless communication device, wherein the transmission of the identity information excludes disclosure of the location of the user, wherein the step of identifying the location of the user of the wireless communication device is performed continuously, at predetermined intervals, upon activation of the wireless communication device and without further action on behalf of the user.

36. (New) The method of claim 35, further comprising charging a fee to the user for preventing the disclosure of the location of the user to the subscriber.

37. (New) The method of claim 35, wherein obtaining the identity information for the user includes:

- obtaining from the user data about the identity of the user; and
- maintaining a record of the identity data obtained from the user.

38. (New) The method of claim 37, wherein obtaining the data from the user is accomplished when the user signs up for a communication service that allows the user to operate the wireless communication device.

39. (New) The method of claim 35, wherein identifying the location of the user includes:

monitoring one or more signals transmitted by the wireless communication device; and

determining the location of the user based on an analysis of the one or more signals.

40. (New) The method of claim 35, further comprising charging a fee to the subscriber for supplying the identity information thereto.

41. (New) The method of claim 35, further comprising disclosing the location of the user to an emergency service provider when the user requests emergency help.

42. (New) The method of claim 35, further comprising allowing the user to unblock over the Internet the disclosure of the location of the user to the subscriber.